



Request for City Council Committee Action from the Department of Communications

Date: January 9, 2013

To: The Honorable Betsy Hodges, Chair Ways and Means/Budget Committee

Subject: **Accept donation of broadcast time for public service announcements**

Recommendation: The City Council approves a resolution accepting donated broadcast airtime from Comcast Cable for public service announcements.

Previous Directives:

Department Information

Prepared by: Casper Hill, Communications Dept., 612-673-2342

Approved by: _____
Sara Dietrich
Director of Communications

Presenters in Committee: Bridgette Bornstein, Deputy Communications Director

Financial Impact

- No financial impact

Supporting Information

Comcast Cable provides organizations and agencies the opportunity to air public service announcements on cable television free of charge. The free broadcast time is made available when Comcast has unsold advertising timeslots.

For October and November 2012, the City of Minneapolis utilized this free airtime to promote the 311 app for smart phones. For December 2012, the City of Minneapolis utilized this free airtime to encourage drivers to sign up for Snow Emergency alerts.

The donated airtime varies month-to-month because the unsold slots vary, so the total cannot be tallied until after the public service announcements have aired. Comcast has expressed an interest in continuing to offer donated time slots to the City of Minneapolis for public service announcements in the foreseeable future.